



FACULTY OF MANAGEMENT

EXAMINATION JUNE 2014

DEPARTMENT OF APPLIED INFORMATION SYSTEMS

<u>MODULE</u>	: BUSINESS ANALYSIS I
<u>CODE</u>	: BAY01A1
<u>DATE</u>	: 9 th JUNE 2014 EXAMINATION
<u>DURATION</u>	: 3 HOURS
<u>TIME</u>	: 12:30 pm - 15:30 pm
<u>TOTAL MARKS</u>	: 100

<u>EXAMINER</u>	MRS MAUREEN VAN DEN BERGH
<u>EXTERNAL MODERATOR</u>	MR TE NENZHELELE
<u>NUMBER OF PAGES</u>	4 PAGES

INSTRUCTIONS TO CANDIDATES:

- Please answer all questions from **Section A** and **Section B**.
- This question paper remains the property of the university and must be handed over to the invigilator before leaving the examination venue.
- This is a closed book assessment.
- Read the questions carefully and answer only what is asked.
- Number your answers clearly.
- Write neatly and legibly.
- Structure your answers by using appropriate headings and sub-headings.
- The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.

UNILEVER SOUTH AFRICA CASE STUDY

Unilever South Africa (Pty Ltd), a subsidiary of Unilever PLC, is one of the largest FMCG companies in the South Africa. The Company is over 100 years old, with brands that are household names throughout the country. Unilever South Africa has over 3000 employees based across two offices and five manufacturing locations in South Africa. Unilever's strength is its brands. *Sunlight* is Unilever's biggest selling brand, although others such as *Omo*, *Lux*, *Lipton*, *Ola* and *Knorr* are also household names. Unilever operates in nine product categories – laundry, savoury and dressings, skincare and cleansing, margarine, deodorants, household care, tea, hair care and ice cream – and is the market leader in seven of these categories. The company's product development and marketing expertise are global, while strong local roots enable it to fine-tune these to South African needs. Annually, Unilever invests approximately €891m spent on R&D worldwide. Consumer research also plays a vital role in brand development.

SECTION A [CASE STUDY QUESTIONS]

[30 Marks]

QUESTION 1

Identify the different departments in Unilever South Africa and discuss why these departments in Unilever must work together to achieve success.

[12 Marks]

QUESTION 2

Do you think Unilever South Africa operates in an information age? Why or why not? How would the management of Unilever South Africa understand the terms data, information, business intelligence, and knowledge?

[10 Marks]

QUESTION 3

Illustrate via an organogram the different product divisions for Unilever South Africa.

[8 Marks]

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SECTION B [GENERAL QUESTIONS]**[80 Marks]****QUESTION 4**

Differentiate between management information systems (MIS) and information technology (IT).

[4 Marks]**QUESTION 5**

Identify and describe the four primary financial statements used by most organizations.

[12 Marks]**QUESTION 6**

List and describe the four components of supply chain management.

[8 Marks]**QUESTION 7**

Define backup and recovery and explain the importance of the disaster recovery cost curve to an organization.

[6 Marks]**QUESTION 8**

List and describe the five common roles and responsibilities of various IT-related strategic positions (officers in an organisation).

[10 Marks]**QUESTION 9**

List and describe the four components that differentiate networks.

[12 Marks]**QUESTION 10**

Describe the relationship between information security policies and an information security plan.

[3 Marks]**QUESTION 11**

Explain the terms primary key and foreign key as it relates to a database.

[3 Marks]**QUESTION 12**

Describe artificial intelligence and identify its five main types.

[11 Marks]

...Cont

QUESTION 13

List and describe the three phases in the evolution of CRM.

[6 Marks]

QUESTION 14

Explain Porter's Value Chain Analysis and the differences between primary and support value activities.

[5 marks]

Total [100]